

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary - Public

**Date:** 11/1/2010

**GAIN Report Number:** JA0518

## Japan

**Post:** Tokyo ATO

### **ATO Japan Promotes Healthy Eating with American Food Products**

**Report Categories:**

Market Development Reports

**Approved By:**

Steve Shnitzler

**Prepared By:**

Jennifer Clever, Sumio Aoki

**Report Highlights:**

As Japanese consumers increase their demand for healthier foods, ATO Japan provides another platform for U.S. agricultural associations to promote U.S. ingredients as healthy eating options by using the synergies created between two GBI funded activities: myfood.jp and the V5 Campaign.

## **General Information:**

On July 8, 2010, ATO Japan, industry partners, and Susie Roos, wife of U.S. Ambassador John Roos held a successful press event to unveil the new Residence Kitchen Garden and showcase a special menu.

Inspired by First Lady Michelle Obama's White House Garden, Ms. Roos and the Ambassador's Residence staff created the new Residence Kitchen Garden to promote healthy eating. ATO/Japan's Chef Consultant, Ema Koeda, created delicious recipes featuring the fruits and vegetables from the garden along with American ingredients, such as California olive oil, cherries, Alaskan Cod, romaine lettuce, broccoli, zucchini, pork, beef, wild rice, walnuts, pecans and avocado.

In the presence of media and U.S. industry representatives, Agriculture Minister Counselor, Geoffrey Wiggin, kicked-off the event by talking about the long-standing agricultural relationship between the United States and Japan and how encouraging our kids to eat healthier is yet another way in which our countries can work together. He then introduced Mrs. Roos and Chef Koeda. During the event, Mrs. Roos spoke about the dynamic food culture in the United States and the growing trend towards healthier eating. She also emphasized the importance of encouraging healthy eating habits to younger generations. Chef Koeda talked about the recipes she prepared which incorporated ingredients from the Residence garden and U.S. foods. The media event was followed by a tasting where journalists were able to ask Mrs. Roos about her impressions on American food and cuisine. Media representatives were also invited to taste a variety of wines from California, Washington, and Oregon, U.S. craft beers, and U.S. artisan cheeses. The menu was also served to the 1500 guests at this year's American Embassy's Independence Day reception.

U.S. cooperator products highlighted on the garden menu include foods represented by Western Growers Association, Sunkist, U.S. Meat Export Federation, Alaskan Seafood Marketing Institute, U.S. Poultry and Egg Export Council, Almond Board of California, Western Pistachio Association, Intertribal Agricultural Council, the Wine Institute of California, Brewers Association, U.S. Grains Council, the Raisin Administrative Committee, the California Prune Board, and the California Walnuts Commission. In addition, individual companies supplying California Olive Ranch, California wines, and San Francisco craft beers were also featured at the event.

The media event was attended by thirty-four members of the Japanese press including representatives from television, national newspapers, magazines, and trade journals. It was widely reported by the Japanese media for a value of roughly \$414,000 in media exposure. One of Japan's top television channels TV Asahi featured a six minute spot during their morning news broadcast. Mainichi Shimbun, Japan's second largest newspaper also covered the event. The press event was also the featured story on the popular U.S. Embassy Tokyo website. Seeking to reach a broader audience, the recipes were also posted on the ATO Japan's sponsored website "myfood.jp."

[http://www.myfood.jp/us\\_recipe/pick/residence\\_kitchen\\_garden.html](http://www.myfood.jp/us_recipe/pick/residence_kitchen_garden.html)

As Japanese consumers increase their demand for healthier foods, the event provided yet another platform for U.S. agricultural associations to target their message and promote U.S. ingredients as healthy alternatives. The creation of the garden and the special menu was sponsored in part by two Global-Based Initiative (GBI) Programs currently running in Japan. The “V5: Healthy Eating Campaign” which promotes greater consumption of U.S. vegetables in Japan; and “myfood.jp” which increases awareness of American food products among Japanese consumers.



ATO Japan's Chef Consultant Koeda and Mrs. Roos present healthy dishes using U.S. ingredients